



Virginia Green Events



New Belgium Urban Assault Ride Richmond, VA



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

New Belgium Urban Assault Ride

The Urban Assault Ride™ is the biggest Bicycle Obstacle Event series in the nation! Here's how it works: You and your teammate will set out on a city-wide quest for 'checkpoints' on your favorite two-wheeled steeds. At each checkpoint, you'll drop your bikes and complete a funky/adventurous obstacle course, then remount your bikes and hit the streets for more. The goal is to complete all the checkpoints in the shortest amount of time. You choose your own route and checkpoint order. This means that the most clever are often the victors. Of course, it may also help if you can pull a mean big-wheel powerslide and fly across an inflatable slip-n-slide ;) After your pedal-powered adventure, your team will cross the finish line and enter a massive celebration of New Belgium Brewing Co's whimsical ways, bikes, and big wheels. The after party is just as much fun as the ride itself, thanks to the craziest raffle prize contest you'll ever experience.

It's part of our mission statement to leave no trace. The goal of the event is to be a "zero waste" event -- and we are weighing all trash, recycling, and compost and will report how close we got! We are also working with green vendors.

For more 'green' specific information : www.urbanassaultride.com

Virginia Green Activities

This facility pledges that they:

Recycle.

- Have in place clearly marked recycling locations and/or containers. Please check the items that visitors to your facility are able to recycle: (*minimum of 2 required*)
- Glass bottles

- Plastic bottles
- Aluminum cans
- Paper
- Cardboard
- Composting of food & other compostable items
- Other actions taken related to recycling: RVA Green Management is vendor for recycling and compost

Minimize the use of disposable food service products.

- Use disposable food service items that are made from bio-based, renewable materials
- Use compostable food service items and direct this material to available composting operations in your area

Printed Materials.

- Use electronic registration, correspondence, and forms instead of paper forms

Waste Reduction.

- Track overall solid waste costs (*required for Virginia Green*)
- Arrange for the composting of food waste and other compostables
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc. in bulk
- Avoid box lunches and service trays/platters of food instead
- Have a contract for environmentally-friendly, portable restrooms (www.polyportables.com/products.asp)
- Purchase recycled-content paper towels and toilet paper
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Purchase from vendors and service providers with a commitment to the environment
- Other actions taken to reduce solid waste: All cutlery and containers will be compostable and composted.

Green Signage.

- Have quantified our greening efforts and will post estimates of the reduced environmental impacts (you could use some sort of pollution calculator, such as www.cleanerandgreener.org/resources/pollutioncalculator.l www.cleanerandgreener.org/resources/pollutioncalculator.htm)
- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our events webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers



For more information on **New Belgium Urban Assault Ride**, see www.urbanassaultride.com/richmond or contact Tee Gula-Yeast at tee@adventurefit.com or 970-302-8414.

For more information on the Virginia Green program, see www.deq.virginia.gov/p2/viriniagreen.



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